

April 27, 2012

To: Executive Board

Subject: **Contract Award - Real Time Bus Arrival System**

Recommendation

Authorize the Executive Director to negotiate final contract terms and conditions and enter into an agreement in the amount of \$433,881 to NextBus Inc., for three years of base service with two one-year options, for the installation and implementation of a real time bus arrival system.

Analysis

Currently the only bus arrival information readily available to Foothill Transit's customers is static schedule data. Customers who want real-time bus arrival data either have to call the 1-800-customer service number and speak to a customer service representative or view the signage located at one of the five Transit Stores.

In order to make real-time bus arrival information more readily available to customers, Foothill Transit issued a Request for Proposals in January 2012 for the implementation of a real-time bus arrival system. Seven proposers responded and were evaluated by an evaluation team comprised of a cross section of members of the management team. After a thorough review of each of the seven vendors' proposals and interviews, NextBus Inc. was ranked highest with an overall score of 87.80 out of a possible 100 points. A key strength for NextBus was their working knowledge integrating data from the Xerox Orbital SMART*Bus* System since that is the system currently used by L.A. Metro and WMATA in Washington D.C. A summary of the final scores is provided as **Attachment A**.

Based in Emeryville, California, NextBus currently provides similar service to over 95 agencies including L.A. Metro and San Francisco Muni. The NextBus system will provide real-time bus arrival information to customers via internet website, text messaging, automated messaging, and mobile web including smartphones such as Android and iPhones. The tentative project timeline has the system "going live" in approximately nine months. Subject to the Executive Board's approval the start-up date for services under the new contract will be May 1, 2012.

Budget Impact

Foothill Transit's approved FY 2012 Business Plan includes funding for the real time bus arrival system.



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Sincerely,

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Rashidi Barnes
Director of Procurement

A handwritten signature in cursive script, appearing to read "Doran J. Barnes".
Doran J. Barnes
Executive Director

Attachment A

Evaluation Factors	Maximum Score	Proposer Name						
		Clever	Connexionz	MV Tech	NextBus	RouteMatch	TransLoc	Vix Tech
1. Product	50	41.36	42.14	34.28	49.50	43.43	46.71	43.5
2. Experience	25	21.18	21.25	19.17	25	21.85	22.04	21.68
3. Schedule	5	4.30	4.2	4.13	4.65	4.59	4.31	4.46
Total Technical Score	80	66.84	67.59	57.58	74.39	69.87	73.06	69.64
4. Proposed Price	20	12.17	20	6.61	13.41	11.82	11.58	4.60
Total Overall Score	100	79.01	87.59	64.19	87.80	81.69	84.64	74.24